

References

- ADA Cosmetics International. (2024). Cosmetic ingredients. Retrieved November 27, 2024, from <https://ada-cosmetics.com/expert-stories/cosmetic-ingredients/>
- Altman, D. G. (1999). *Practical statistics for medical research*. New York: Chapman & Hall/CRC Press.
- AmorePacific Group. (2015, January 21). AmorePacific Group. Retrieved November 28, 2024, from <https://www.apgroup.com/int/en/news/2015-01-21.html>
- Badan Pengawas Obat dan Makanan. (2021). Peraturan Badan Pengawas Obat dan Makanan Nomor 32 Tahun 2021 tentang Pengawasan Periklanan Kosmetika. Berita Negara Republik Indonesia Tahun 2021 Nomor 1347.
- Badan Pengawas Obat dan Makanan. (2022). Peraturan Badan Pengawas Obat dan Makanan Nomor 17 Tahun 2022 tentang Perubahan Atas Peraturan Badan Pengawas Obat dan Makanan Nomor 23 Tahun 2019 Tentang Persyaratan Teknis Bahan Kosmetika.
- Badan Pengawas Obat dan Makanan. (2022). Peraturan Badan Pengawas Obat dan Makanan Nomor 3 Tahun 2022 tentang Persyaratan Teknis Klaim Kosmetika.
- Compas. (n.d.). Top market share kategori beauty care 2024. Retrieved November 27, 2024, from <https://compas.co.id/article/top-market-share-kategori-beauty-care-2024/>
- Denzin, N. K., & Lincoln, Y. S. (2018). *The SAGE Handbook of Qualitative Research* (5th ed.). Thousand Oaks, CA: Sage Publications.
- Dewi, M. A. A., Hidayanto, A. N., Shihab, M. R., & Zhu, Y. Q. (2017). Trust transfer and its effects on the continuance usage of mobile service in B2C E-marketplaces. PACIS 2017 Proceedings, 206.
- Fimela. (n.d.). Mengenal sejarah cushion, inovasi di dunia make up. Retrieved November 27, 2024, from <https://www.fimela.com/beauty/read/3775905/mengenal-sejarah-cushion-inovasi-di-dunia-make-up>
- Fleiss, J. L. (1971). Measuring nominal scale agreement among many raters. *Psychological Bulletin*, 76, 378-382.
- Fleiss, J. L., Levin, B., & Paik, M. C. (2003). *Statistical methods for rates and proportions* (3rd ed.). Hoboken, NJ: Wiley.
- Goodstats. (n.d.). Apa produk kecantikan paling laris di Indonesia. Retrieved November 27, 2024, from <https://goodstats.id/article/apa-produk-kecantikan-paling-laris-di-indonesia-RVGfm>
- Goodstats. (n.d.). Asia mendominasi pasar kosmetik global tahun 2022. Retrieved November 27, 2024, from <https://goodstats.id/article/asia-mendominasi-pasar-kosmetik-global-tahun-2022-Sopx5>
- Handrawan, M. A. R., Setyaningrum, I., & Ariani, M. (2021). Perkembangan dan dampak positif dan negatif E-Commerce bagi UMKM sektor furnitur dan konsumen. CALYPTRA, 9(2), 1-12.
- Intan, IDN Times. (n.d.). Jenis cushion untuk makeup. Retrieved November 27, 2024, from <https://www.idntimes.com/life/women/intan-5/jenis-cushion-untuk-makeup-c1c2>



(n.d.). Obsess Cosmetics Cushion Foundation. Retrieved November 27, 2024, from <https://incidecoder.com/products/obsess-cosmetics-cushion-foundation>

Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (n.d.). Hasilkan produk berdaya saing global, industri kosmetik nasional mampu tembus pasar ekspor dan turut mendukung. Retrieved November 27, 2024, from <https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspor-dan-turut-mendukung->

Kompas. (2024, April 17). BPOM temukan 5.937 kosmetik mengandung bahan berbahaya pada awal 2024. Retrieved November 27, 2024, from <https://www.kompas.com/tren/read/2024/04/17/183000865/bpom-temukan-5937-kosmetik-mengandung-bahan-berbahaya-pada-awal-2024>

Marketeers. (n.d.). Riset Social Bella: Gen Z paling tertarik beli produk kecantikan yang sedang trending. Retrieved November 27, 2024, from <https://www.marketeers.com/riset-social-bella-gen-z-paling-tertarik-beli-produk-kecantikan-yang-sedang-trending/>

National Institute of Mass Communication & Journalism. (2024). Types of advertising media. Retrieved November 27, 2024, from <https://www.nimcj.org/blog-detail/types-of-advertising-media.html>

Prime Matter Labs. (n.d.). The 2024 trend beauty report. Retrieved November 27, 2024, from <https://www.primematterlabs.com/resources/2024-beauty-trend-report>

Tanton, W. J. (1964). Fundamentals of marketing. McGraw-Hill.

Wantastic Beauty. (2016, April 3). Cushion 101: What are cushion compacts? Retrieved November 27, 2024, from <https://wantasticbeauty.com/2016/04/03/cushion-101-what-are-cushion-compacts/>